



HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

November 1, 2023

Haywood County Tourism Development Authority
Statement of Net Position
September 30, 2023

ASSETS

Current Assets

Checking/Savings

100001 · 1% Cash in Bank - 1st Citizens	229,990.83
100002 · 3% Cash in Bank - 1st Citizens	646,122.44
111501 · NCCMT - 9152 3% General Investm	1,610,454.63
111503 · NCCMT - 9863 1% General Investm	575,815.41
Total Checking/Savings	3,062,383.31

Other Current Assets

119000 · Petty Cash - TDA	100.00
119001 · Petty Cash - VC	100.00
Total Other Current Assets	200.00

Total Current Assets	3,062,583.31
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Noncurrent Assets

Fixed Assets

140001 · Equipment and Furniture	32,522.77
140002 · Vehicle	25,903.04
150000 · Accumulated Depreciation	(27,509.18)
Total Fixed Assets	30,916.63

160000 · Right to Used Leased Asset	124,621.00
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Total Noncurrent Assets	155,537.63
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TOTAL ASSETS	3,218,120.94
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DEFERRED OUTFLOWS OF RESOURCES

180000 · Current Year Pension Plan Contributions	36,651.00
170000 · Pension Deferral	82,082.00

TOTAL DEFERRED OUTFLOWS OF RESOURCES	118,733.00
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Haywood County Tourism Development Authority
Statement of Net Position
September 30, 2023

LIABILITIES & NET POSITION

Liabilities

Current Liabilities

231700 · Payroll Liabilities

Federal Taxes (941/944) 2,993.98

NC Income Tax 1,386.00

NC Pension Payable 7,276.30

Total 231700 · Payroll Liabilities 11,656.28

231800 · Sales Tax Payable 149.85

Other Current Liabilities

233000 · Lease Liability-Current Portion 30,277.00

Total Current Liabilities 42,083.13

Noncurrent Liabilities

240000 · Lease Liability Noncurrent Portion 98,503.00

250000 · Net Pension Liability 68,398.00

Total Noncurrent Liabilities 166,901.00

TOTAL LIABILITIES 208,984.13

DEFERRED INFLOWS OF RESOURCES

260000 · Pension Deferrals 97,721.00

NET POSITION

Net Position as of July 1 3,094,396.04

Change in Net Position (64,247.23)

TOTAL NET POSITION 3,030,148.81

Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual

	September 2023	July- September 2023	YTD Budget	% of Budget
Ordinary Income/Expense				
Income				
Occupancy Tax Revenue				
427011 · Net from Haywood County (3%)	269,513.89	269,513.89	2,257,125.00	11.94%
427012 · 1% Occ Tax - 28716 (Canton)	4,728.05	4,728.05	60,190.00	7.86%
427013 · 1% Occ Tax - 28721 (Clyde)	4,754.73	4,754.73	37,618.75	12.64%
427014 · 1% Occ Tax - 28745 (LJ)	9,893.47	9,893.47	67,713.75	14.61%
427015 · 1% Occ Tax - 28751 (MV)	41,308.48	41,308.48	346,092.50	11.94%
427016 · 1% Occ Tax - 28785/28786 (WV)	29,205.19	29,205.19	240,760.00	12.13%
427017 · Admin Fee	11,236.59	11,236.59	40,500.00	27.75%
Total Occupancy Tax Revenue	370,640.40	370,640.40	3,050,000.00	12.15%
449201 · Merchandise Sales	3,060.52	9,555.37	25,000.00	38.22%
449810 · Visitor Guide Ad Sales	3,075.00	15,385.00	35,000.00	43.96%
451890 · Miscellaneous Revenue	0.00	375.00	0.00	100.0%
483491 · Interest Earnings 3%	6,914.23	20,832.81	45,000.00	46.3%
483492 · Interest Earnings 1%	2,472.17	7,448.74	15,000.00	49.66%
483831 · Occupancy Tax Penalties 3%	2,817.51	2,817.52	1,500.00	187.84%
483832 · Occupancy Tax Penalties 1%	939.18	939.18	500.00	0.0%
Fund Balance Appropriation				
427112 · App of Fd Bal - 28716 (Canton)	0.00	0.00	12,000.00	0.0%
427113 · App of Fd Bal - 28721 (Clyde)	0.00	0.00	36,000.00	0.0%
427114 · App of Fd Bal - 28745 (LJ)	0.00	0.00	0.00	0.0%
427115 · App of Fd Bal - 28751 (MV)	0.00	0.00	90,000.00	0.0%
427116 · App of Fd Bal - 28785/86 (WV)	0.00	0.00	12,000.00	0.0%
499990 · Fund Balance TDA	0.00	0.00	30,000.00	0.0%
499995 · Fund Balance OTPF	0.00	0.00	346,131.00	0.0%
Total Fund Balance Appropriation	0.00	0.00	526,131.00	0.0%
Total Income	389,919.01	427,994.02	3,698,131.00	11.57%
Expense				
1 % Expenses				
1% Marketing/Adv/Promo				
549910 · Promotion - 28716 (Canton)	0.00	0.00	48,126.67	0.0%
549912 · Promotion - 28721 (Clyde)	0.00	0.00	49,079.17	0.0%
549914 · Promotion - 28745 (LJ)	7,289.83	11,950.09	45,142.50	26.47%
549916 · Promotion - 28751 (MV)	18,485.78	25,583.78	290,728.33	8.8%
549918 · Promotion - 28785/86 (WV)	6,836.93	6,836.93	168,506.67	4.06%
Total 1% Marketing/Adv/Promo	32,612.54	44,370.80	601,583.34	7.38%

Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual

	September 2023	July- September 2023	YTD Budget	% of Budget
1% Tourism Related				
549911 · Tourism - 28716 (Canton)	0.00	0.00	24,063.33	0.0%
549913 · Tourism - 28721 (Clyde)	0.00	0.00	24,539.58	0.0%
549915 · Tourism - 28745 (LJ)	0.00	0.00	22,571.25	0.0%
549917 · Tourism - 28751 (MV)	0.00	0.00	145,364.17	0.0%
549919 · Tourism - 28785/86 (WV)	0.00	2,937.15	84,253.33	3.49%
Total 1% Tourism Related	0.00	2,937.15	300,791.66	0.98%
Total 1% Expenses	32,612.54	47,307.95	902,375.00	5.24%
Wages and Benefits				
512101 · Salaries Admin-Promo	18,730.14	37,273.08	415,000.00	8.98%
512201 · Salaries Marketing- Promo	22,733.64	42,162.24	0.00	100.0%
512232 · Temporary Labor	0.00	0.00	500.00	0.0%
518601 · Worker's Comp	0.00	1,713.00	1,500.00	114.2%
512220 · FICA Taxes	3,172.00	6,076.82	33,000.00	18.42%
518301 · Health Insurance	3,255.77	12,574.19	42,000.00	29.94%
512110 · NC State Retirement	4,960.30	9,641.16	45,000.00	21.43%
Total Wages and Benefits	52,851.85	109,440.49	537,000.00	20.38%
Administration & Operations				
500000 · Admin Fee	11,236.59	11,236.59	40,500.00	0.0%
549902 · Bank Fees	147.08	974.05	3,500.00	27.83%
517001 · Board Member Meetings/Events	0.00	0.00	3,000.00	0.0%
543201 · Equipment Lease	503.05	1,786.95	9,000.00	19.86%
543202 · Hospitality, Gifts & Meals	240.82	291.97	2,000.00	14.6%
545101 · Insurance-Liability	0.00	2,663.00	10,000.00	26.63%
526001 · Office/Visitor Center Supplies	1,123.03	1,399.19	4,000.00	34.98%
529901 · NonExpendable Office Supplies	0.00	1,844.27	2,000.00	92.21%
532201 · Postage-Office	0.00	3,000.00	1,000.00	300.0%
519201 · Prof Svcs-Accounting & Audit	682.10	2,014.20	16,000.00	12.59%
519202 · Professional Services- Legal	0.00	450.00	2,500.00	18.0%
519300 · Professional Svcs-Managed IT	750.25	5,389.75	11,500.00	46.87%
519301 · Professional Svcs-Other	0.00	2,130.00	0.00	100.0%
549903 · Property Tax	0.00	0.00	300.00	0.0%
527001 · Purchases/Resale	130.09	8,650.42	20,000.00	43.25%
541301 · Rent	4,200.00	16,800.00	50,500.00	33.27%
535201 · Repair & Maintenance-Equipment	42.71	167.71	2,500.00	6.71%
535202 · Repair & Maintenance-Vehicle	0.00	103.00	2,500.00	4.12%

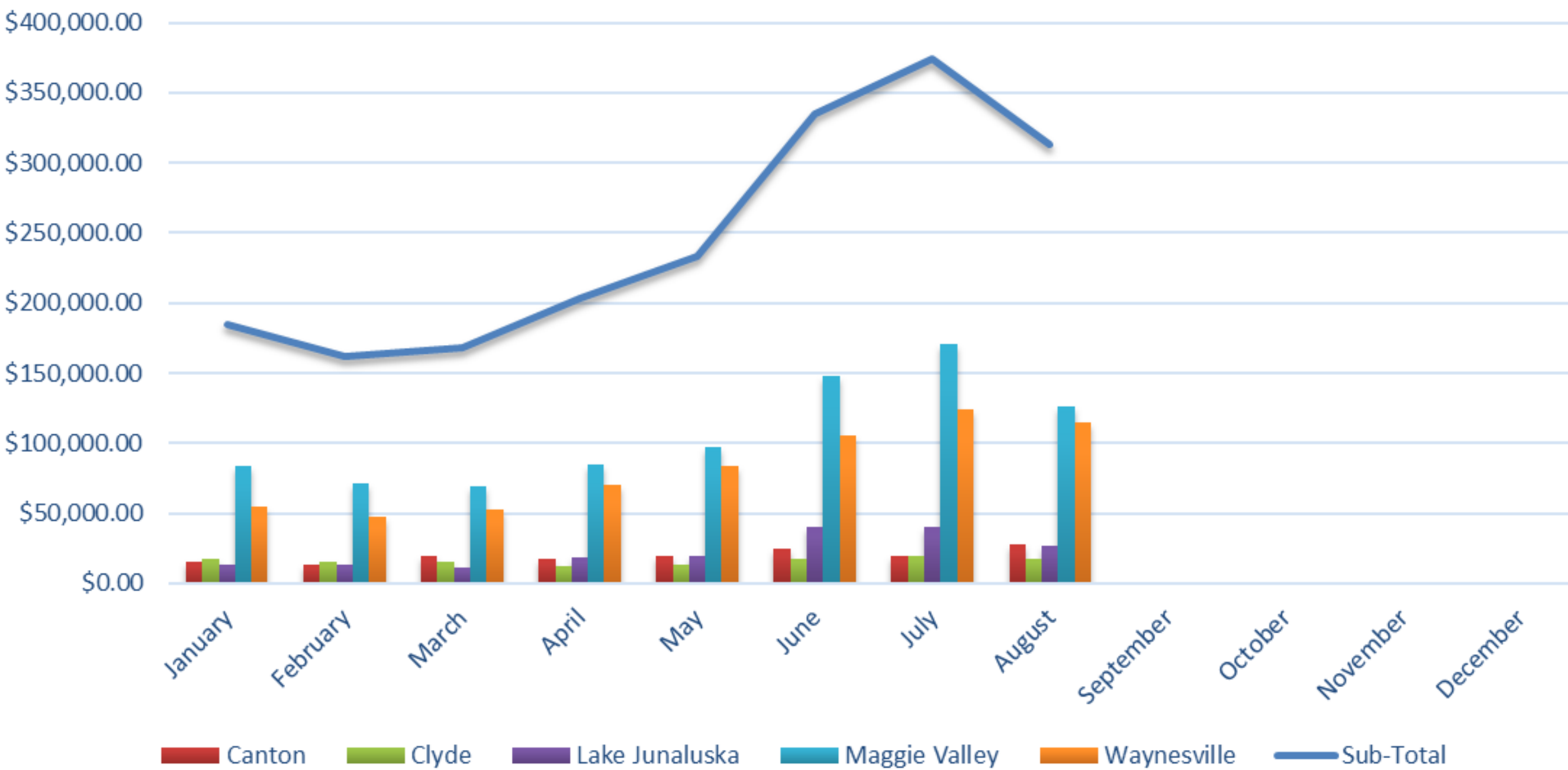
Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual

	September 2023	July- September 2023	YTD Budget	% of Budget
537401 · Staff Development and Education	1,377.57	4,212.80	18,000.00	23.4%
531202 · Travel Expense	82.66	553.87	4,500.00	12.31%
532101 · Telephone, Comm, and Internet	314.99	888.57	8,500.00	10.45%
570102 · Utilities	0.00	0.00	100.00	0.0%
532200 · Vehicle Expense	117.26	117.26	2,700.00	4.34%
599101 · Contingency	0.00	0.00	54,525.00	0.0%
Total Administration and Operations	20,948.20	64,673.60	269,125.00	24.03%
Capital Outlay				
551003 · Signs	0.00	0.00	1,500.00	0.0%
551004 · Office Furniture/Equipment	0.00	0.00	1,500.00	0.0%
551006 · Leasehold Improvements	17,703.16	17,703.16	30,000.00	59.01%
551007 · Other Capital	0.00	0.00	1,500.00	0.0%
Total Capital Outlay	17,703.16	17,703.16	34,500.00	51.31%
Marketing & Sales				
537101 · Advertising & Marketing	76,053.90	115,800.93	925,000.00	12.52%
537750 · Web Technology	0.00	5,000.00	15,000.00	33.33%
537775 · Media Relations & Influencers	0.00	2,000.00	15,000.00	13.33%
537301 · Visitor Guides	0.00	36,157.00	40,000.00	90.39%
534901 · Collateral and Other Printing	0.00	3,414.47	9,000.00	37.94%
535000 · Postage & Fulfillment	184.93	478.34	18,000.00	2.66%
549101 · Dues & Subscriptions	1,229.00	5,269.00	27,000.00	19.52%
537803 · Trade Shows and Travel	2,628.31	2,628.31	10,000.00	26.28%
537900 · Research	0.00	32,368.00	41,000.00	78.95%
537925 · Community Relations	0.00	0.00	4,000.00	0.0%
568101 · 3% Grant Promo	0.00	0.00	30,000.00	0.0%
Total Marketing & Sales	80,096.14	203,116.05	1,134,000.00	17.91%
Product Development				
568102 · 3% Grants Tourism Related	0.00	0.00	75,000.00	0.0%
537502 · Wayfinding Signage	0.00	0.00	150,000.00	0.0%
537501 · Product Development - Other	0.00	0.00	250,000.00	0.0%
568104 · OTPF	0.00	50,000.00	346,131.00	14.45%
Total Product Development	0.00	50,000.00	821,131.00	6.09%
Total Expense	204,211.89	492,241.25	3,698,131.00	13.31%
Change in Net Position	185,707.12	(64,247.23)	0.00	0.0%

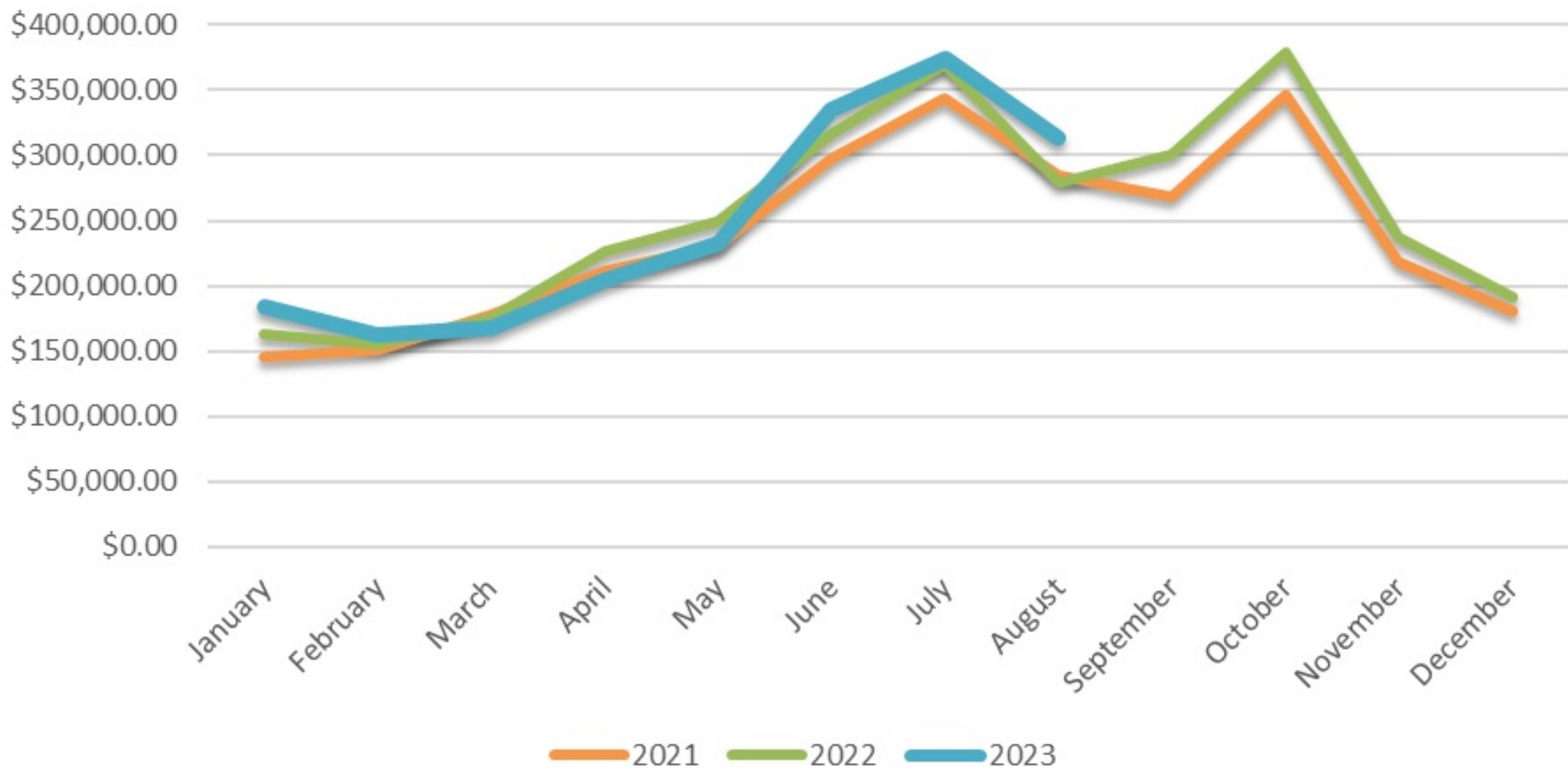
Fiscal Year Monthly Occupancy Tax Comparison (Gross)

				\$ Change from Previous Year	% of Change from Previous Year
	2021-2022	2022-2023	2023-2024		
July	\$344,159.31	\$369,695.58	\$374,553.47	\$4,857.89	1.31%
Canton	\$27,783.82	\$26,879.79	\$19,497.12	(\$7,382.67)	-27.47%
Clyde	\$15,634.79	\$12,404.07	\$19,607.12	\$7,203.05	58.07%
Lake Junaluska	\$31,226.88	\$39,626.65	\$40,797.83	\$1,171.18	2.96%
Maggie Valley	\$159,871.26	\$177,268.47	\$170,417.23	(\$6,851.24)	-3.86%
Waynesville	\$109,642.56	\$113,516.60	\$124,234.17	\$10,717.57	9.44%
August	\$283,878.91	\$278,678.56	\$312,946.44	\$34,267.88	12.30%
Canton	\$20,917.76	\$21,871.08	\$28,032.84	\$6,161.76	28.17%
Clyde	\$12,035.89	\$12,041.72	\$17,010.14	\$4,968.42	41.26%
Lake Junaluska	\$30,705.85	\$23,659.93	\$26,325.12	\$2,665.19	11.26%
Maggie Valley	\$126,823.64	\$126,942.01	\$126,475.88	(\$466.13)	-0.37%
Waynesville	\$93,395.57	\$94,163.82	\$115,102.46	\$20,938.64	22.24%
September	\$268,037.41	\$300,578.84			
Canton	\$19,817.98	\$24,268.90			
Clyde	\$11,635.76	\$19,558.11			
Lake Junaluska	\$26,089.09	\$29,171.45			
Maggie Valley	\$124,968.30	\$130,740.68			
Waynesville	\$85,526.28	\$96,839.70			
October	\$346,441.48	\$379,422.94			

2023 Occupancy Tax Monthly Collections by Zip Code

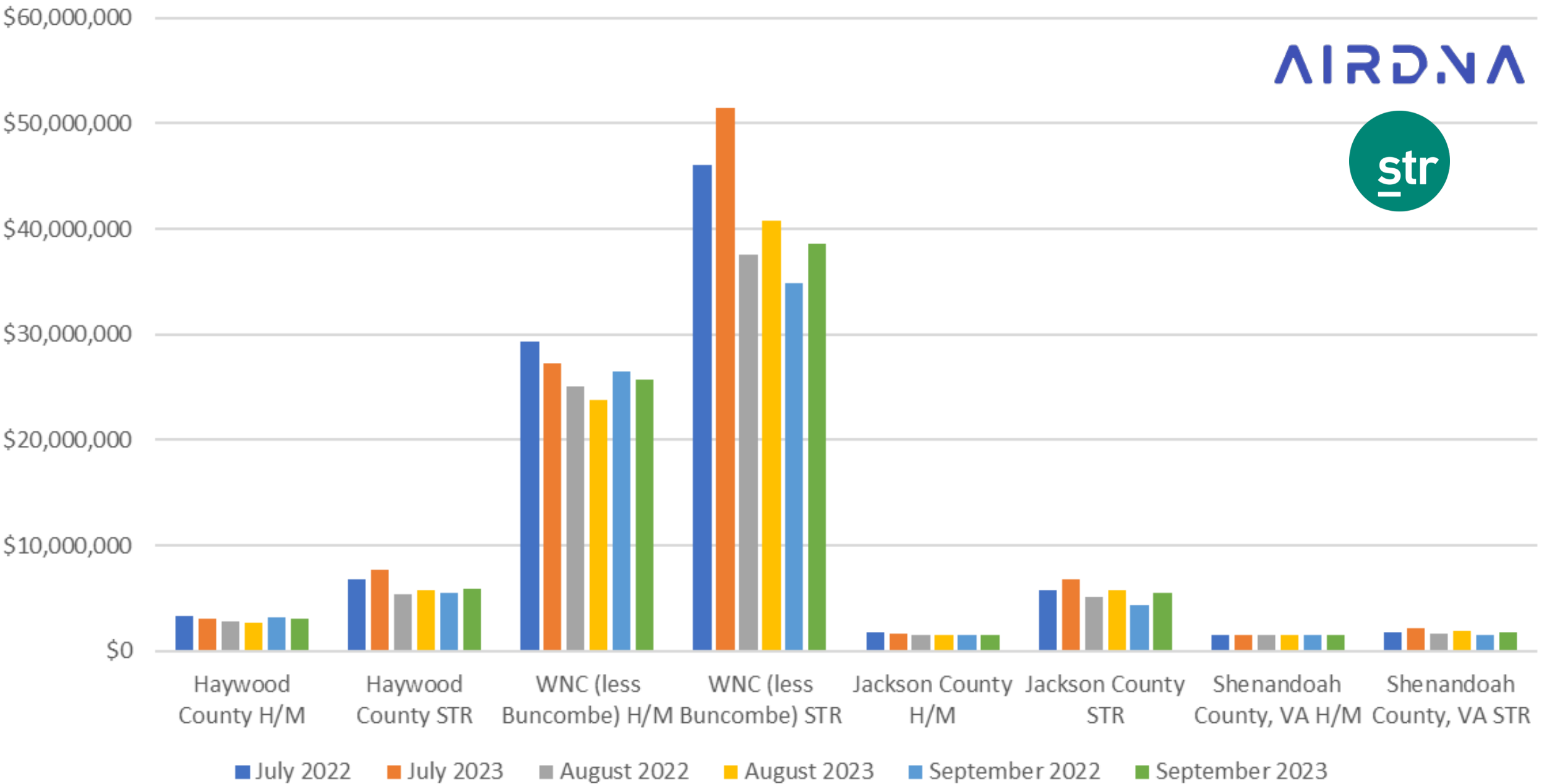


YOY Monthly Occupancy Tax Comparison



Gross Lodging Revenue

AIRDNA



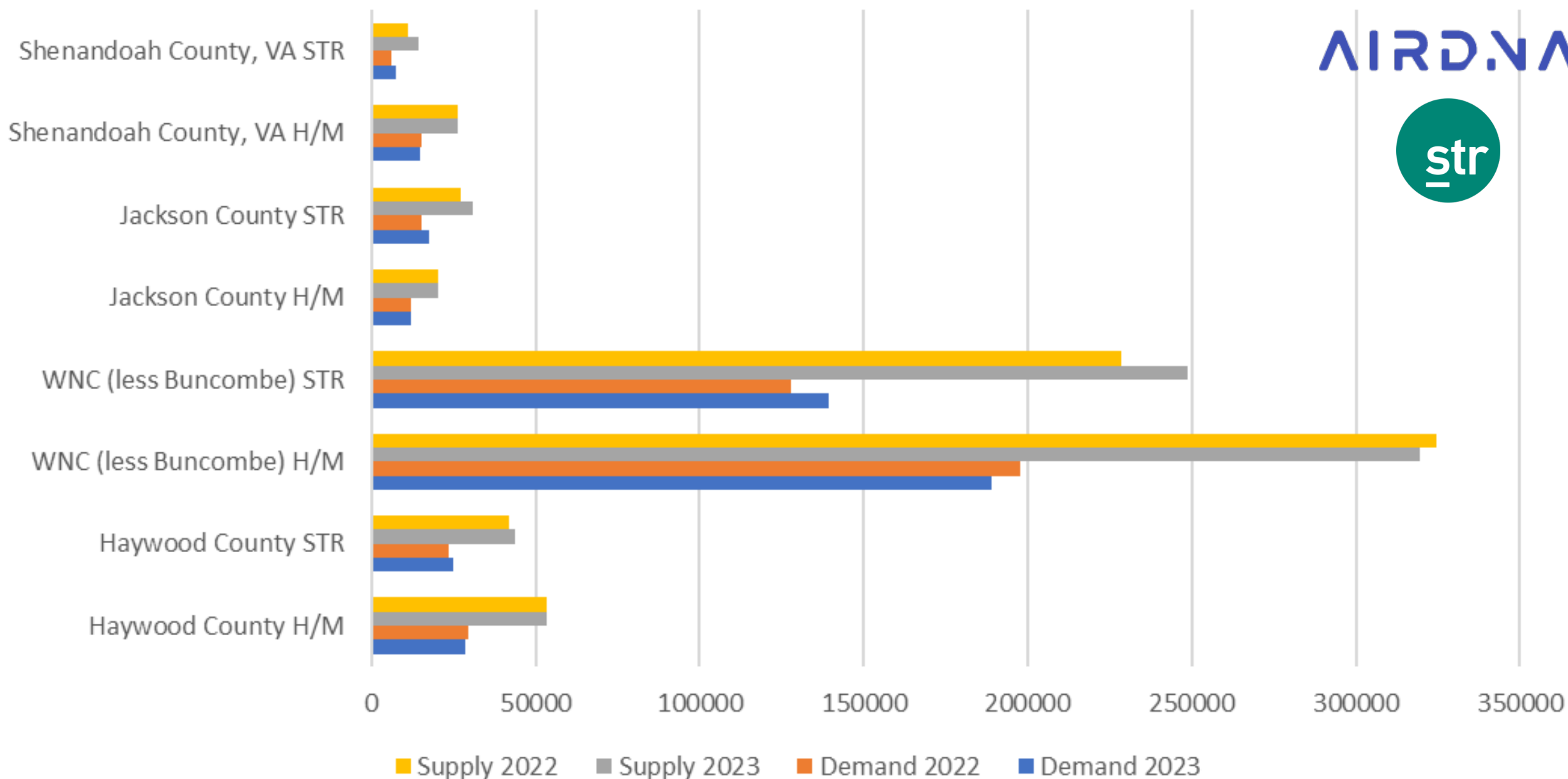
Short Term Rental Demand (Actual Units Booked)

	2022	2023	Percent Change from previous year
June	24617	28757	16.80%
<i>Canton</i>	2132	2548	19.50%
<i>Clyde</i>	1393	1871	34.30%
<i>Lake Junaluska</i>	1381	2483	79.80%
<i>Maggie Valley</i>	10821	11662	7.80%
<i>Waynesville</i>	8890	10193	14.70%
July	28198	31519	11.80%
<i>Canton</i>	2323	2625	13.00%
<i>Clyde</i>	1769	2175	23.00%
<i>Lake Junaluska</i>	1729	2347	35.70%
<i>Maggie Valley</i>	12417	13273	6.90%
<i>Waynesville</i>	9960	11099	11.40%
August	23006	24439	6.20%
<i>Canton</i>	2177	2364	8.60%
<i>Clyde</i>	1346	1563	16.10%
<i>Lake Junaluska</i>	1788	1994	11.50%
<i>Maggie Valley</i>	9580	9746	1.70%
<i>Waynesville</i>	8115	8772	8.10%
September	23357	24925	6.70%
<i>Canton</i>	2012	2327	15.70%
<i>Clyde</i>	1503	1830	21.80%
<i>Lake Junaluska</i>	1464	1602	9.40%
<i>Maggie Valley</i>	9821	10374	5.60%
<i>Waynesville</i>	8557	8792	2.70%

AIRDNA

Lodging Supply + Demand September YOY

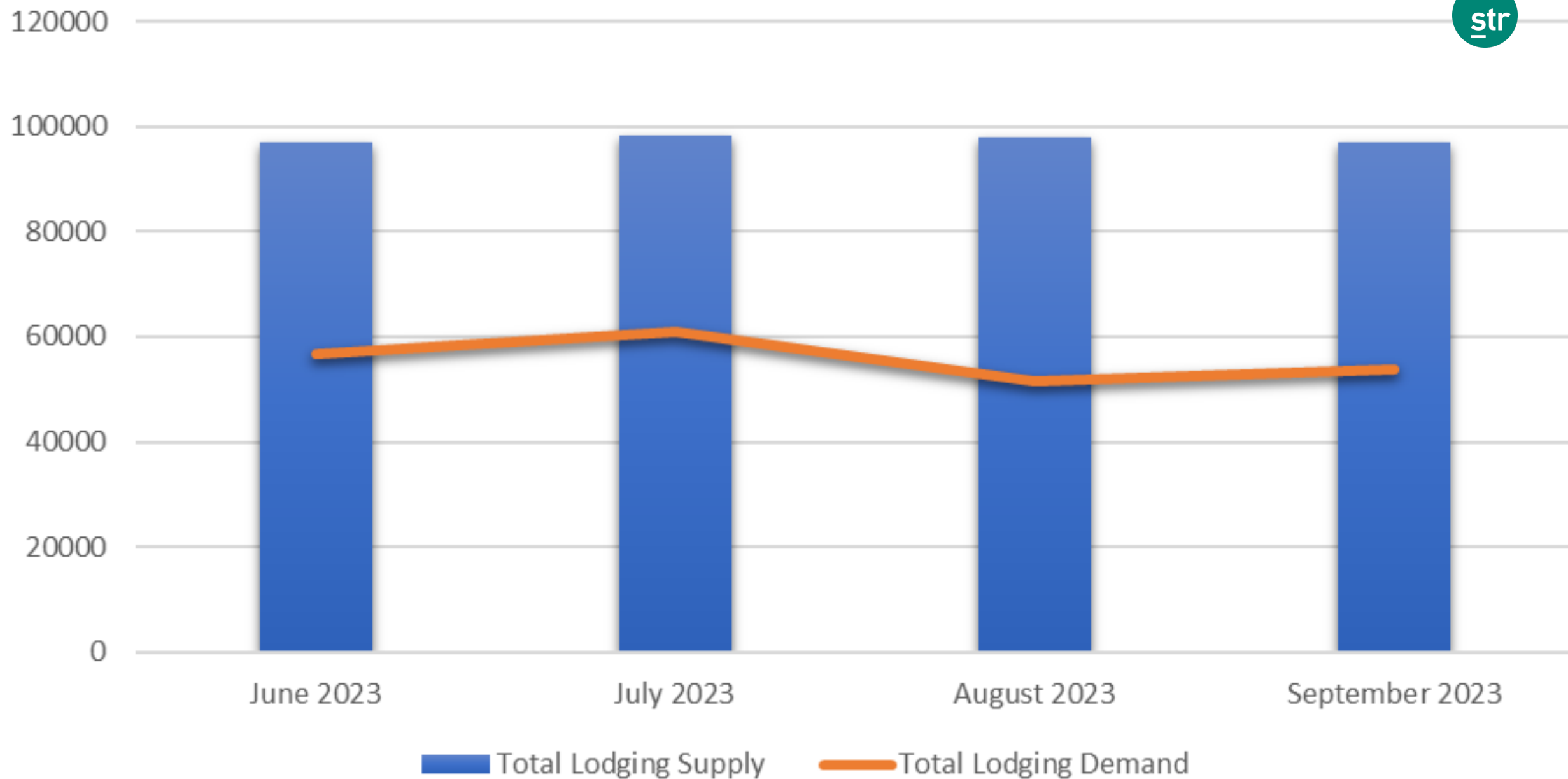
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Haywood County Lodging Supply vs Demand

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VISIT NC MT SMOKIES

Old Business

Haywood Heritage Weekend Grant Revision Request

HCTDA Board approved grant funding for the Haywood Heritage Weekend in May 2023

Collaborative three-day event produced by the Downtown Waynesville Commission, Folkmoot, Haywood County Arts Council, Shelton House, and Haywood Community College

Original application for concert at HCC on Friday evening by Folkmoot was not submitted for review, so that piece of the weekend event still requires funding

Haywood Heritage Weekend group requesting some changes to grant funding, while still producing a new, collaborative, three-day event within the original grant budget allocated



Haywood Heritage Weekend

Grant Revision Request

Haywood County Arts Council changing their event name from “The Hootenanny” to “Haywood Made”. No changes to the budget.

Shelton House - No change

Downtown Waynesville Commission requesting to re-allocate \$5,000 from advertising budget to produce "Appalachian Showcase" opening ceremony concert at HCC on Friday

Folkmoor requesting to use awarded \$6,000 for "Taste of Appalachia" event on Sunday instead of closing ceremony. Folkmoor also requesting to modify matching commitment amount from \$6,625 to \$1,500 (meets grant minimum requirements).

(NEW) Concert at HCC opening ceremony live concert on April 19, 2024 from 6-9 PM, requesting \$5,000 from DWC budget



Tourism Master Plan and Destination Branding Request for Approval



- Received 34 proposals for Tourism Master Plan and Destination Branding projects
- Proposals ranged in price from \$20,000 to \$480,000
- Product Development and Marketing Committees scored and discussed proposals
- Three finalists were selected for interviews on October 18
- DCI & Partners were unanimously selected as the firm to hire
- DCI had the lowest total budget of the three finalists: \$252,965
- Project will drive long-term ROI for TDA and County
- Integrates research, branding, marketing, destination development, and sustainable strategies for Visit NC Smokies and Haywood County

Request: Motion to approve the contract and scope of work as presented and to approve Corrina Ruffieux to sign the contract.

Tourism Master Plan and Destination Branding Budget Amendment

Section 1. To amend the General Fund, the expenditures are to be charged as follows:

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
Marketing & Sales - Research	537900	41,000	278,000	\$319,000.00
Contingency	599101	54,525	(54,525)	\$0.00
TOTAL			\$223,475.00	

This amendment will result in a net increase/(decrease) of \$223,475.00 in the expenditures in the General Fund.

To provide the additional revenue for the above amendment, the following revenues will be increased/(decreased) as follows:

Revenue	Account Number	Current Budget	Increase (Decrease)	Amended Budget
Revenue - Fund Balance TDA	499990	30,000	223,475	\$253,475.00

Section 2. Copies of this budget amendment shall be delivered to the Budget Officer and the Finance Officer for their direction.

Adopted this 1st day of November, 2023.



VISITNC  SMOKIES

New Business





Staff Reports

FY 23/24 - Second Round

Marketing Grant Funding Timeline

November 29

Tentative date to open grant cycle for applications

January 2

Application deadline 5PM

January 3-8

HCTDA internal review & processing of applications

January 9

Send applications to PDC for review

January 16 or 18

PDC Meeting

January 24

TDA Board Meeting

January 31

Send recipient award letters





January 26, 27 & 28, 2024

NCSmokiesIceFest.com





NC Smokies Ice Fest Weekend Highlights

Ice Sculpture Stroll in Downtown Waynesville

Friday 5-8 PM (Exact times TBD)

Ice Skating at Sorrell's Park

Friday 5-8 PM | Saturday 4-8 PM | Sunday 4-8 PM

Ice Festival at Maggie Valley Festival Grounds

Saturday 4-9 PM

Cataloochee Ski's Torch Run

Saturday 10:30 PM

Ice Fest 5K at Haywood Community College

Sunday 10:00 AM – 12:00 PM

Lodging, shopping, and dining specials

All weekend!!

NCSmokiesIceFest.com

Sponsorship Opportunities

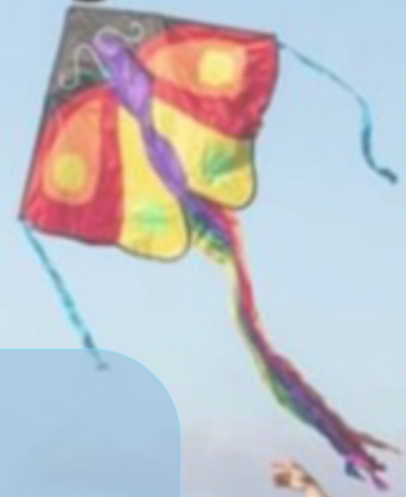
NC Smokies Ice Fest Weekend Sponsorships

Downtown Waynesville Ice Sculpture Stroll

Canton Ice Rink Sculptures



Peak PR: How to Elevate Your Business Through Storytelling



When: Tuesday, November 28, 2023 4-6PM

Where: The Gem at Boojum Brewing Company
50 N Main St. Waynesville

Why: Discover the potential for PR to elevate
our destination and your business!



**Next TDA Board meeting:
November 29, 2023**



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Thank You